

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Sang Yong Bae et al.	:	
	:	Examiner: Nathan C. Uber
	:	
Serial No.: 10/595,998	:	Group Art Unit: 3622
	:	
Filed: July 14, 2006	:	Attorney Docket No.: 56587.22
	:	
For: ON-LINE ADVERTISING	:	Customer No.: 027128
SYSTEM AND METHOD	:	
	:	
	:	Confirmation No.: 1534
Last Office Action: May 28, 2009	:	

AMENDMENT C

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action mailed May 28, 2009, Applicant submits the following Amendment and Response with the accompanying Request for Continued Examination documents.

Amendments to the Specification begin on page 2 of this document.

Amendments to the Claims are reflected in the listing of claims which begin on page 3 of this document.

Remarks/Arguments begin on page 11 of this document.